



# WALT DISNEY Imagineering

To: Distribution

From: WDI Show Writing

Subject: Walt Disney Imagineering Style Guide

## Memorandum

Date: February 23, 1994

Extension: 8223-7359

Enclosed is the first edition of the Walt Disney Imagineering Style Guide. The purpose of this handbook is explained in the Preface.

As it is costly to distribute this document, we would appreciate it if you would share this notebook with others in your department; however, should someone not on the list need his/her own copy, please notify Danielle Burd (WDI) at 8223-7359. If you have any questions or updated information regarding distribution, please contact Danielle.

Eric - I got Mike West to make me a copy of these. These pages have my comments. Do you want to pass on w/ your comments?  
K.

*The Magic Kingdom*

RECEIVED

MAR 3 1994

WDI  
MICHAEL A. WEST



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*Suggestions for next issue:*

- add an index?*
- change ® to upper right corner*
- Modify name to indicate Theme Park style guide (on cover too)*
- send to Kathy Mangum for review*
- check status of EDLP Orbitron reg*

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# WALT DISNEY IMAGINEERING STYLE GUIDE

February 1994  
*1st edition*

For additional copies, contact:

Walt Disney Imagineering  
Show Writing Department (818) 544-7359

## PREFACE

The Disney approach has always placed emphasis on show value and courtesy. These concepts helped make DISNEYLAND® unique at its inception and contribute to its continuing success. To help protect this tradition, we have created this style guide, which offers guidance for the correct use of Disney nomenclature. We hope to aid writers, designers, translators and others within the Disney companies in preparing publications, graphics and audio productions.

Names play a significant role in forming public opinion about The Walt Disney Company and the organizations affiliated with it. Consistent use of nomenclature is essential to maintain the proprietary rights to the names that The Walt Disney Company has registered or otherwise owns. *Improper use will affect the legal protection of the nomenclature and undermine the public recognition that comes with proper use.*

Any person associated with communications within the Disney companies should take responsibility for respecting the guidelines in this handbook.

For comprehensive nomenclature lists, contact Disneyland International at (714) 490-3070.

The information in this handbook is complete through December 1993. Please note that the ultimate authority for all Disney Theme Park design (including graphics and nomenclature) is held by Walt Disney Imagineering.

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**Part One:**  
**BASIC STYLE**



## BASIC STYLE

### INTRODUCTION

The rules included in this section govern the usage of nomenclature in Disney-produced written materials as determined by Walt Disney Imagineering and *The Chicago Manual of Style* (13th ed. Chicago and London: University of Chicago Press, 1982).

Obviously, it is difficult to foresee all situations and challenges. The principles to be followed are:

- Be consistent.
- Be accurate. Use appropriate sources for information.
- Treat trademarks and service marks with respect.
- Approach everything with the same care for quality. Nothing stays "internal." Eventually, anything could be seen by the public.

For specific language guidelines pertaining to TOKYO DISNEYLAND written materials, please contact Walt Disney Attractions Japan at 81 473 54 1551.

# STYLE GUIDELINES FOR OFFICIAL DISNEY NOMENCLATURE

## Area names

- Use initial caps.

### Example (Thunder Mesa):

The town of Thunder Mesa serves as a gateway to the Old West.

## Article "the," use of

- When the definite article is part of the nomenclature, it is capitalized and treated as the rest of the title.

### Examples:

You might find area restrooms near The Arboretum...

...or perhaps they're located near The Old Mill?

Anyway, if you're completely lost, The Storybook Store has delightful gifts.

- Do not add an English article to French nomenclature.

### Examples:

**Incorrect:** The Le Château de la Belle au Bois Dormant is the symbol of EURO DISNEYLAND.

**Correct:** Le Château de la Belle au Bois Dormant is the symbol of EURO DISNEYLAND.

**Incorrect:** Dine with Cinderella and her friends at the Auberge de Cendrillon.

**Correct:** Dine with Cinderella and her friends at Auberge de Cendrillon.

## Attraction Names

- Use initial caps, *italics* and **boldface** in running copy.

### Examples:

a) Board a mine train at *Big Thunder Mountain* for the wildest ride in the west!

b) Fly high above Fantasyland on *Dumbo the Flying Elephant*.

c) *Situated at the entrance to Fantasyland, Le Château de la Belle au Bois Dormant is the symbol of EURO DISNEYLAND.*

- Some attraction names have a shorter version for secondary references (see nomenclature guides).
- Some attraction names are registered trademarks. (See Trademarks & Service Marks.)

## Book Titles

- Use initial caps and italics.

Example:

*Disney Animation: The Illusion of Life*

## Brochure Titles

- In running text, use initial caps and italics.
- For brochure covers, use logotype for Park name, and add symbol ®.

Example:

**Disneyland®** Guest Services Guide

## Disney Character Names

- Use initial caps (treat as proper names).

Examples:

Mickey Mouse

Peter Pan

- Disney character names often vary in other languages. For official Disney character names in other languages, see the *Disney Foreign Language Sourcebook* from Disneyland International, or contact Walt Disney Imagineering for information concerning foreign language style guides, as they become available.

← *very outdated*

## Foreign Words or Phrases

- Foreign words or phrases that are not official Disney nomenclature are italicized to set them off from surrounding text.

In a French sentence, the English phrase *cattle rustlers* is italicized:  
...les voleurs de bétail appelés en anglais *cattle rustlers*.

But 'Cast Member' (which is official Disney nomenclature) is not italicized:  
Un Cast Member va venir vous aider.  
Un Cast Member va s'occuper de vous.

- Accents on foreign words (specifically French nomenclature) must always be retained, except on capital letters.

Examples:

Le Théâtre du Château (*but* LE THEATRE DU CHATEAU)

## Land Names

- Use initial caps.

Example (Frontierland):

Guests are transported to the days of the Old West in Frontierland.

## Motion Picture Titles (Short Subjects, Features, etc.)

- Use initial caps and italics.

Example:

Enjoy Michael Jackson in *Captain EO*.

## Parade Titles

- Use quotes and initial caps.

Examples:

"Main Street Electrical Parade"

"La Parade Disney"

## Park/Theme Park, use of

- Use initial caps for **Park** or **Theme Park** when following a trademark, when referring to a specific Disney Park, and when generally referring to any of the Disney Parks.

Examples:

Visit EURO DISNEYLAND Park year-round.

Visit any of the Disney Theme Parks year-round.

- To avoid redundancy in running text, it is acceptable to use **the Park** in place of EURO DISNEYLAND, TOKYO DISNEYLAND, DISNEYLAND, or MAGIC KINGDOM. (Use *sparingly*. Also, **the Magic Kingdom** may be occasionally substituted for EURO DISNEYLAND or DISNEYLAND.)

Examples:

Board the **Disneyland Railroad** for a grand-circle tour around DISNEYLAND.

Board the **Disneyland Railroad** for a grand-circle tour around the Park.

Board the **Disneyland Railroad** for a grand-circle tour around the Magic Kingdom.

## Participants

- Refer to the DISNEYLAND® PARTICIPANT GUIDELINES prepared by WDI Glendale Participant Services, (818) 544-7361.



## Possessives

- Do not use trademarks (e.g., park or land names) in possessive form.

**Incorrect:** EURO DISNEYLAND's *Orbitron*  
DISNEYLAND's operating hours  
Frontierland's boom town, Thunder Mesa

**Correct:** *Orbitron* at EURO DISNEYLAND  
DISNEYLAND operating hours  
The boom town, Thunder Mesa, in Frontierland

- Avoid "our" preceding Park names or attraction names.

**Correct:** We're glad you enjoyed your visit to the EURO DISNEY Resort.  
**Incorrect:** We're glad you enjoyed your visit to our EURO DISNEY Resort.

*However, general phrases such as "...our showing of...", "...our/your adventure on...", and "...your visit with us..." are fine.*

## Posters (Attraction or Restaurant)

- Always place the name of the Park in logotype at the bottom of the poster with a registration symbol ®.

## Resort (Euro Disney)

- EURO DISNEY is the name of the company. EURO DISNEY Resort is the name of the property.

## Resort (Walt Disney World)

- Please use WALT DISNEY WORLD Resort when referring to the property.

## Restaurant Names

- Use initial caps.

Example:

You'll enjoy seafood specialties at the Blue Lagoon Restaurant.

## Shop Names

- Use initial caps.

### Example:

The Emporium is the largest shop in EURO DISNEYLAND.

## Show Business Terminology

- In written and verbal communications with guests, keep in mind the "show business" approach. Please avoid casual and in-house terms.

### Preferred

- adventure, attraction, experience, ride-through attraction or adventure
- "name" of show, your/our adventure, your/our journey, the theater/lobby/patio, this room/area, the next room, etc.
- buffeteria
- counter service
- gallery
- guest, visitor
- motion picture
- table service

### Avoid

ride, complex, facility, on property

pre-show, main show, post-show

cafeteria

fast food

museum, exhibit

customer

movie, film

waitress service, sit-down\*

(\*counter service also provides sit-down)

## Song Titles

- Use quotes and initial caps.

### Example:

"It's a Small World"

## Spelling

- Use **American**, not British, spelling for Park literature and signage.

## Stage Show Titles

- Use quotes and initial caps.

Example:

"The Lucky Nugget Revue"

## Stylized Type

- "Stylized type" refers to any typeface that distinguishes itself from the surrounding text:
  - *Italics*
  - **Bold**
  - FULL CAPS
  - Underscoring
  - Logotype
- Disney trademarks require use of stylized type. (See **Trademarks & Service Marks** for specific information.)

## Subheadings

- The purpose of a subheading is to further define the main heading (particularly on marquees) when clarification is desired. Therefore, it is not necessary to add the nomenclature's subheading in running copy or headings. (See nomenclature guides for subheadings.)

## Television Show Titles

- Use quotes and initial caps.

Example:

"The Mickey Mouse Club"

## Theme Park, use of

- See Park/Theme Park, use of.

## Translations

- WDI language policy maintains that there is only one name for an attraction, shop, restaurant or show. Translations may accompany, but never substitute for the correct nomenclature. It is very important that this policy be followed to facilitate compliance with contractual obligations relative to language usage at our Theme Parks.

- Disney trademarks and service marks do not get translated.
- Foreign modifications are sometimes provided for guest services and operational nomenclature (French example given):

English

EURO DISNEYLAND® Passport  
EURO DISNEYLAND® Park

French

Passeport EURO DISNEYLAND®  
parc EURO DISNEYLAND®

- take out* {
- For complete list of Euro Disney translatable nomenclature, please refer to *EURO DISNEY Resort Dictionary of Translatable Nomenclature*, available from WDI Show Writing.

## Vehicles, types and names

### A) Ships/Planes/Trains

- The *type* of vehicle receives no special treatment unless it is part of the attraction name, then it receives the same treatment as outlined for attraction names.

Examples:

VEHICLE TYPES

canoes  
keelboats

ATTRACTION NAMES

Indian Canoes  
River Rogue Keelboats

- Proper names of boats and planes are initial-capped and *italicized*.

Examples:

*Mark Twain*  
*Molly Brown*  
*Hyperion*

- Designations of class or make, and names of trains, are initial-capped but not italicized.

Examples:

Announcing the arrival of the Euro Disneyland Limited...  
The C.K. Holliday was fashioned after the excursion trains that carried passengers to seaside resorts at the turn of the century.

### B) Disney-designed vehicle systems

- See Trademarks & Service Marks - Omnimover and PeopleMover



**Part Two:**

**TRADEMARKS, REGISTERED TRADEMARKS  
& SERVICE MARKS**

# TRADEMARKS, REGISTERED TRADEMARKS & SERVICE MARKS

## INTRODUCTION

TRADEMARKS — A *trademark* is defined as a name, word or words, symbol or device used on goods to indicate to the public the source of the goods.

REGISTERED TRADEMARKS — *Registered trademarks* are trademarks that have been registered with the Trademark Office and are indicated as such by the symbol ®.

NOTE: Some trademarks might be registered in one country and not in another. In those cases the symbol ® should only accompany the mark in the country in which it has been registered. Those specific marks are indicated as such in this guide.

SERVICE MARKS — A *service mark* is the same as a trademark, except that it indicates the origin or source of *services* or technologies, rather than source of goods.

Unless properly used, our trademarks and service marks can become generic words that can be used by anyone without the Company's permission. Examples of trademarks that have become generic through improper use and now stand for the product they once identified are *cellophane*, *aspirin* and *escalator*.

Examples of trademarks that have been, or are, in danger of becoming generic words are *Kleenex*, *Styrofoam*, *Frigidaire* and *Xerox*. Similarly, if a trademark is improperly used, or used on a map so frequently that it becomes known as a representation for that geographic location — as in the incorrect phrases <*Disneyland, California*> or <*Walt Disney World, Florida*> — its use also becomes available to the general public.

## GENERAL RULES:

To ensure the protection and continued value of our trademarks so that they do not become available for public use, please follow these general rules:

- Use stylized type, display the mark prominently, and use it in its complete form.

In order to distinguish Disney trademarks or service marks from generic words, use stylized type (*italics*, underscoring, FULL CAPS, **boldface** or logotype).

The more common treatments for written Company communications are:

PARK NAMES : FULL CAPS or logotype preferred

ATTRACTION NAMES : **bold** preferred over other treatments

LAND NAMES : Initial Caps only

Most other trademarks: *italics*, underscoring, FULL CAPS or **boldface**

- Do not use trademarks in possessive form.

**Incorrect:** EURO DISNEYLAND Park's **Star Tours**  
WALT DISNEY WORLD's operating hours  
Main Street's Town Square

**Correct:** **Star Tours** at EURO DISNEYLAND Park  
WALT DISNEY WORLD operating hours  
Town Square in Main Street, U.S.A.

- When entire text is *italicized*, highlight the **trademark** with other stylized type.

### Examples:

*Fireworks are part of the summer celebration at EURO DISNEYLAND Park.*

*Main Street, U.S.A. offers the most picturesque view of the fireworks.*

## RULES FOR REGISTERED TRADEMARKS (®)

The same rules apply to registered trademarks as to trademarks, but in addition, these marks must be indicated with a registration symbol ® on first and most prominent reference. For map locations and stylized headings, always accompany the registered trademark with an ®.

- For registered **Park names**, use the registration symbol ® in addition to a noun (Park, Resort) for first references to establish the registered nature of the trademark.

Examples:

EURO DISNEYLAND® Park  
WALT DISNEY WORLD® Resort

- Use the mark as a **proper adjective** as much as possible. Like trademarks, registered **Park names** should modify a noun. If a noun is not used with a **Park name**, the ® symbol must be used.

Examples:

WALT DISNEY WORLD characters  
DISNEYLAND Park  
EURO DISNEYLAND®

**REMEMBER:**

Our trademarks are among our most valuable assets. They not only help the public identify and distinguish our goods and services from those of our competitors, but they also represent the Company's hard-earned reputation and therefore should be treated with respect.



# ALPHABETICAL LISTING OF TRADEMARKS, REGISTERED TRADEMARKS, & SERVICE MARKS

## **Adventureland** (® - U.S. and FRANCE only)

*Themed land at DISNEYLAND, MAGIC KINGDOM, TOKYO DISNEYLAND, and EURO DISNEYLAND. Themed to exotic jungles and faraway places of mystery and adventure.*

- Use initial cap. Stylized type is not necessary for land names.

Examples:

Explore the world's tropical regions in Adventureland.

- Avoid the possessive.
- For map locations and stylized headings, follow with registration symbol.

Example:

Adventureland®

## **Audio-Animatronics** (® - U.S. and FRANCE only)

*The Disney-designed system that combines sound, mechanics and electronics for three-dimensional animation.*

- Use stylized type (italics preferred), two words with hyphen, initial caps, and always with an "s" at the end.

Examples:

*Audio-Animatronics*

AUDIO-ANIMATRONICS

- Follow with registration symbol ® on first or most prominent reference.

Example:

*Audio-Animatronics*®

- Always use as an adjective rather than a noun.

Example:

This is an *Audio-Animatronics* figure\*.

(\*never dolls, robots, animatrons, or other variations)

## BLIZZARD BEACH

*One of several water parks at WALT DISNEY WORLD Resort.*

- Use stylized type – FULL CAPS or logotype preferred.
- Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
- Avoid the possessive.
- In running copy, use BLIZZARD BEACH as an adjective rather than a noun.

Example:

Visit BLIZZARD BEACH Water Adventure Park at WALT DISNEY WORLD Resort.

- BLIZZARD BEACH is a subset of WALT DISNEY WORLD Resort.

## Cinematronics (® - FRANCE only)

*The Disney-designed system that combines Audio-Animatronics technology with a motion picture presentation.*

- Use stylized type (italics preferred); initial cap, always with an "s" at the end.

Examples:

*Cinematronics*

- Follow with registration symbol ® on first or most prominent reference.

Examples:

*Cinematronics®*

- Always use as an adjective rather than a noun.

Example:

...hope you enjoyed the *Cinematronics* experience.

## Circle-Vision (Circle-Vision 360)

*The Disney-designed film system where nine 35-millimeter cameras, fitted to a camera pod, film a 360-degree view. The film is later projected on nine movie screens wrapped around the interior of a circular theater, surrounding the audience with picture and sound.*

- Use stylized type (italics preferred); two words, initial caps, hyphenated.

Examples:

*Circle-Vision 360*

CIRCLE-VISION 360

- Always use as an adjective rather than a noun. 360 is most often used with the mark, but it may be dropped, as long as CIRCLE-VISION modifies a noun.

Examples:

*Circle-Vision* motion picture

CIRCLE-VISION technology

- When using 360, do not use a degree symbol.

## DISCOVERY ISLAND

*A zoological park with walk-through aviary at WALT DISNEY WORLD Resort.*

- Use stylized type. FULL CAPS or logotype preferred.

Examples:

DISCOVERY ISLAND

**Discovery Island**

- Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
- Avoid the possessive.
- Use DISCOVERY ISLAND as an adjective rather than a noun.

Example:

Visit DISCOVERY ISLAND Zoological Park at WALT DISNEY WORLD Resort.

- DISCOVERY ISLAND is a subset of WALT DISNEY WORLD Resort.

## Discoveryland

*One of five lands at EURO DISNEYLAND Park. Its theme is future exploration & discovery.*

- Use initial cap. Stylized type is not necessary for land names.

Example:

You'll find **Orbitron** in the heart of Discoveryland.

- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

Example:  
**Discoveryland®**

## DISNEY-MGM STUDIOS THEME PARK

Disney Theme Park at WALT DISNEY WORLD Resort; themed to "Hollywood in its heyday." This reference **does not** include Walt Disney Studios, the on-property working film and television studio.

- Use stylized type (FULL CAPS or logotype preferred) and always with the words **Theme Park**.

Example:  
DISNEY-MGM STUDIOS THEME PARK

Initial caps, FULL CAPS for "MGM" and the words **Theme Park** are acceptable in subsequent copy if FULL CAPS are too heavy for the text.

Example:  
Disney-MGM Studios Theme Park

- *Do not use a slash in name - hyphen or bullet only (give examples)*
- Avoid the possessive.
- DISNEY-MGM STUDIOS THEME PARK is a subset of WALT DISNEY WORLD Resort.

## DISNEYLAND®

Disney Theme Park in Anaheim, California. Features 8 themed lands: **Main Street, U.S.A.**; **Frontierland**; **Adventureland**; **New Orleans Square**; **Critter Country**; **Fantasyland**; **Mickey's Toontown**; and **Tomorrowland**.

- Use stylized type - FULL CAPS or logotype preferred.

Examples:  
DISNEYLAND  
**Disneyland**

- Follow with registration symbol ® on first reference and/or most prominent use on page, publication, map or advertisement (logotype preferred).

Examples:  
DISNEYLAND®  
**Disneyland®**

- Use as an adjective rather than a noun.

Examples:



DISNEYLAND magic  
DISNEYLAND Park

- In context where a geographic location is indicated, always use the mark with the word **Park**.

**Correct:** Visit DISNEYLAND Park in Anaheim, California.  
**Incorrect:** Visit DISNEYLAND in Anaheim, California.

- Avoid the possessive.
- When part of nomenclature or a proper name, treat as rest of title.

Example:  
Disneyland Monorail

*add note about date?*  
**EPCOT® Center**

(NOTE: This trademark is subject to change)

*Disney Theme Park at WALT DISNEY WORLD Resort. Features two realms: Future World and World Showcase.*

- Use stylized type - FULL CAPS for EPCOT and initial cap for **Center**. Logotype preferred.

Example:  
EPCOT Center

- When using registration mark (®), place it after EPCOT, not Center.

Example:  
EPCOT® Center

- Use as an adjective rather than a noun. **Center** may be dropped, as long as **EPCOT** modifies a noun.

Examples:  
the EPCOT spirit  
EPCOT Outreach

- In context where a geographic location is indicated, **Center** must be used.

**Correct:** Visit EPCOT Center in Orlando, Florida.  
**Incorrect:** Visit EPCOT in Orlando, Florida.

- Avoid the possessive.
- EPCOT Center is a subset of WALT DISNEY WORLD Resort.

## EURO DISNEYLAND

(® - FRANCE only)

*Disney Theme Park in Marne-la-Vallée, France. With 5 themed lands: Main Street, U.S.A.; Frontierland; Adventureland; Fantasyland; and Discoveryland.*

- Use stylized type. FULL CAPS or logotype preferred.

Examples:

EURO DISNEYLAND

**Euro Disneyland**

- Follow with registration symbol ® on first reference and/or most prominent use on page, publication, map or advertisement (logotype preferred).

Examples:

EURO DISNEYLAND®

**Euro Disneyland®**

- Use as an adjective rather than a noun.

Examples:

EURO DISNEYLAND magic

EURO DISNEYLAND Park

- In context where a geographic location is indicated, always use the mark with the word **Park**.

**Correct:**

Visit EURO DISNEYLAND Park in Marne-la-Vallée, France.

**Incorrect:**

Visit EURO DISNEYLAND in Marne-la-Vallée, France.

- Avoid the possessive.
- EURO DISNEYLAND Park is a subset of EURO DISNEY Resort.

Example:

Visit EURO DISNEYLAND Park at EURO DISNEY Resort.

- When part of nomenclature or a proper name, use initial caps.

Examples:

Euro Disneyland Railroad

## **EURO DISNEY® Resort** (® - FRANCE only)

*The EURO DISNEY Resort near Paris, France includes EURO DISNEYLAND Park, Festival Disney, resort hotels, golf, camping, etc.*

- Use stylized type - FULL CAPS for **EURO DISNEY** and initial cap for **Resort**, or logotype preferred.

Examples:

EURO DISNEY Resort

**Euro Disney** Resort

- Follow with registration symbol ® on first reference and/or most prominent use on page, publication, map or advertisement (logotype preferred). Registration symbol follows the word Disney.

Examples:

EURO DISNEY® Resort

**Euro Disney**® Resort

Initial caps and the word **Resort** are acceptable in subsequent copy if FULL CAPS are too heavy for the text.

Example:

Euro Disney Resort

- Avoid the possessive.
- **EURO DISNEY** is the name of the company; **EURO DISNEY Resort** is the name of the property. **Resort** is the only acceptable noun when referring to the property.

Examples:

The attractions of EURO DISNEY Resort...

EURO DISNEY Resort is open year-round.

## **Fantasyland** (® - U.S. and FRANCE only)

*Themed land at DISNEYLAND, MAGIC KINGDOM, TOKYO DISNEYLAND, and EURO DISNEYLAND. Home to the world's best-loved fairy tales.*

- Use initial cap. Stylized type is not necessary for land names.

Examples:

Fantasyland is home to fairy-tale favorites from around the world.

- Avoid the possessive.

- Follow with registration symbol ® for map locations and stylized headings.

### **Fort Wilderness** (® - U.S. only)

*Wooden log fortress on Tom Sawyer Island with lookout towers, regimental headquarters and graveyard.*

- Use initial cap. Stylized type is not necessary.
- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

### **Frontierland** (® - U.S. and FRANCE only)

*Themed land at DISNEYLAND, MAGIC KINGDOM, and EURO DISNEYLAND. Themed to the rugged American West.*

- Use initial cap. Stylized type is not necessary for land names.

Example:

Board a runaway mine train in Frontierland.

- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

### **Future World**

*One of two principal realms (not lands) in EPCOT Center.*

- Use initial caps. Stylized type is not necessary.
- Future World should not be preceded by "the."
- Avoid the possessive.

### **"illusioneering"**

*Replaces "creation of special effects" as a noun, or "creating special effects" as a verb.*

- Use lowercase. Stylized type is not necessary.
- Use quotes.

Example:

"Illusioneering" is the Disney art of special effects.

**Imagineering** (® - U.S. only)

*The creative work of Walt Disney Imagineering. Also, a short-form substitute for the name of the company.*

ADJECTIVE

- On first reference and/or most prominent use on page, publication, map or advertisement, use registration symbol ®.

Example:

The Imagineering® process can take several months to several years.

NOUN

- Use initial cap. Refers to the company: Walt Disney Imagineering.

Example:

Imagineering is dreaming up a new attraction for DISNEYLAND Park.

**"imagineer" / "imagineering"**

*Replaces the verb "to create" when describing the process of Walt Disney Imagineering.*

- Use lower case; must be surrounded by quotation marks.

Examples:

Please be patient—we're "imagineering" a new attraction just for you!

Please be patient while we "imagineer" a new attraction just for you!

**Imagineers**

*Term for employees of Walt Disney Imagineering, which includes hundreds of designers, architects, engineers, artists, writers, technicians and other creative talents.*

- Use initial cap (it's a proper name). Stylized type is not necessary.

Example:

Disney Imagineers have a variety of backgrounds and disciplines.

## MAGIC KINGDOM (® - U.S. and FRANCE only)

*Disney Theme Park at WALT DISNEY WORLD Resort. Features six themed lands: Main Street, U.S.A.; Adventureland; Frontierland; Liberty Square; Fantasyland; and Tomorrowland.*

- Use stylized type - FULL CAPS or logotype preferred.

Examples:

MAGIC KINGDOM

**Magic Kingdom**

*• Add "Kingdom of Family Dreams"?*

- Follow with registration symbol ® for map locations and stylized headings.

Examples:

**Magic Kingdom®**

- Always use as an adjective rather than a noun.

Examples:

MAGIC KINGDOM attraction

MAGIC KINGDOM Park

- In context where a geographic location is indicated, always use the mark with the word **Park**.

**Correct:**

Visit MAGIC KINGDOM Park at WALT DISNEY WORLD Resort.

**Incorrect:**

Visit the MAGIC KINGDOM at WALT DISNEY WORLD Resort.

- Avoid the possessive.
- When part of nomenclature or a proper name, use initial caps.

Example:

Magic Kingdom Baby Center

- MAGIC KINGDOM Park is a subset of WALT DISNEY WORLD Resort.
- The term **Magic Kingdom** (initial caps only) may also be used as an occasional way of describing EURO DISNEYLAND Park and DISNEYLAND Park, but should not be used for TOKYO DISNEYLAND Park.

Examples:

The Magic Kingdom of EURO DISNEYLAND Park.

There are many things to see at the Magic Kingdom.

## Main Street, U.S.A.®

*Themed land at DISNEYLAND, MAGIC KINGDOM, and EURO DISNEYLAND. Themed to small-town America at the turn of the century.*

- Use initial caps, comma and periods. Stylized type is not necessary for land names.

Example:

Main Street, U.S.A. is a slice of turn-of-the-century America.

- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

Example:

Main Street, U.S.A.®

## Mickey's Toontown (Toontown® - U.S. only; Mickey's Toontown is not registered)

*One of eight lands at DISNEYLAND Park. Home to animated cartoon characters and featuring Downtown Toontown and Mickey's Neighborhood.*

- Use initial caps, two words and apostrophe. Stylized type is not necessary for land names.

Example:

Mickey's Toontown is home to Mickey Mouse and all of his cartoon friends.

- Follow with registration symbol ® for map locations and stylized headings (Toontown only).

Example:

Welcome to Toontown®

- Avoid the possessive.
- Toontown is acceptable as a second reference.

Example:

Ride the Jolly Trolley in Toontown®.

## monorail

*An elevated electric vehicle, similar to a train, but without the noise or pollution.*

- Use lowercase; no stylized type. (Monorails are not unique to Disney.)



- When part of nomenclature or a proper name, use initial cap. Use **boldface** when part of an attraction name.

Examples:

Walt Disney World Monorail System  
Take a ride on the **Disneyland Monorail**.

## New Orleans Square (® - U.S. only)

*One of eight lands at DISNEYLAND Park. Themed to the French Quarter of New Orleans, with its jazz bands and distinctive architecture.*

- Use initial caps. Stylized type is not necessary for land names.

Example:

Dance to the sounds of Dixieland jazz in New Orleans Square.

- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

Example:

New Orleans Square®

## Omnimover

*The Disney-designed vehicle system, such as the one used in **Haunted Mansion** and **Phantom Manor**.*

- Use initial cap.
- Use quotes on first reference.

Example:

The "Omnimover" system was designed by Walt Disney Imagineering.

- Always use as an adjective rather than a noun.

Example:

This is an Omnimover vehicle.

## PeopleMover (® - U.S. only)

*A transportation system of slow-moving trains in continuous motion, boarded from a moving walkway. This kind of transportation system is not unique to Disney, but the nomenclature is. Note that the name for the system installed in Houston, Texas and the attraction at MAGIC KINGDOM Park is the **WEDway PeopleMover**.*

*Add Orbitron  
(France only)  
per 5/87 memo from  
Tracy Gorman*

- Use initial cap P and M, one word. Use **boldface** when referring to the *attraction*. Use straightface when referring to the *system*.

Examples:

The **PeopleMover** opened in Tomorrowland at DISNEYLAND Park in 1967.  
The PeopleMover system was sponsored by Goodyear Tires.

- Avoid the possessive.
- Follow with registration symbol ® on first reference and/or most prominent

Examples:

PeopleMover®  
WEDway PeopleMover®

## PLEASURE ISLAND

*Nightclub environment providing dining, dancing and musical entertainment at WALT DISNEY WORLD Resort. Guests must be of legal age to enter due to the serving of alcohol.*

- Use stylized type – FULL CAPS or logotype preferred.
- Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
- Avoid the possessive.
- PLEASURE ISLAND is a subset of WALT DISNEY WORLD Resort.

Example:

Visit PLEASURE ISLAND at WALT DISNEY WORLD Resort.

## RIVER COUNTRY

*The oldest of the Water Parks at WALT DISNEY WORLD Resort; offers flume, white water rapids, rope swings and water fun in a natural setting.*

- Use stylized type – FULL CAPS or logotype preferred.
- Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
- Avoid the possessive.
- RIVER COUNTRY is a subset of WALT DISNEY WORLD Resort.

Example:

Visit RIVER COUNTRY at WALT DISNEY WORLD Resort.

*Water Park*

(28)

## **Space Mountain** (® - U.S. only)

*A warp-speed roller coaster ride through the far reaches of the universe.*

- Use initial caps. Follow attraction style rules.
- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

### Example:

Space Mountain®

## **Tomorrowland** (® - U.S. only)

*Themed land at DISNEYLAND, MAGIC KINGDOM, and TOKYO DISNEYLAND. Themed to future exploration and discovery.*

- Use initial cap. Stylized type is not necessary for land names.

### Examples:

You'll find the **Rocket Jets** in the heart of Tomorrowland.

- Avoid the possessive.
- Follow with registration symbol ® for map locations and stylized headings.

## **Toontown** (® - U.S. only)

*Alternate name for Mickey's Toontown.*

- Initial cap. Stylized type is not necessary for land names.
- See Mickey's Toontown.

## **TOKYO DISNEYLAND** (® - JAPAN only)

*The first overseas Disney Theme Park, located in Urayasu near Tokyo, Japan. TOKYO DISNEYLAND Park is owned and operated by the Oriental Land Co., Ltd. (Oriental Land in secondary references), under license from The Walt Disney Company. Features six themed lands: World Bazaar, Adventureland, Westernland, Fantasyland, Tomorrowland and Critter Country.*

- Use stylized type - FULL CAPS or logotype preferred.
- Always use as an adjective rather than a noun.

Examples:

TOKYO DISNEYLAND magic  
TOKYO DISNEYLAND Park

- Follow with registration symbol ® for map locations and stylized headings.
- In context where a geographic location is indicated, always use with the word **Park**.

**Correct:** TOKYO DISNEYLAND Park is located in Tokyo, Japan.  
**Incorrect:** TOKYO DISNEYLAND is located in Tokyo, Japan.

- Avoid the possessive.
- When part of nomenclature or proper name, use initial caps.

Example:

Tokyo Disneyland Transportation Center

## TYPHOON LAGOON

*world's biggest*  
One of several Water Parks at WALT DISNEY WORLD Resort; the inland body surfing lagoon ~~offers waterslides and man-made waves.~~

- features*
- Use stylized type – FULL CAPS or logotype preferred.
  - Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
  - Avoid the possessive.
  - TYPHOON LAGOON is a subset of WALT DISNEY WORLD Resort.

Example:

Visit TYPHOON LAGOON Water Park at WALT DISNEY WORLD Resort.

## Vacation Kingdom

*Alternate way to describe the entire WALT DISNEY WORLD Resort.*

- Use initial caps. Stylized type is not necessary.
- May be used alone or following WALT DISNEY WORLD.

Examples:

...the many recreational opportunities at the Vacation Kingdom.  
...the many wonders of the WALT DISNEY WORLD Vacation Kingdom.

## WALT DISNEY WORLD®

*The entire 28,000 acres of WALT DISNEY WORLD Resort near Orlando, Florida includes MAGIC KINGDOM Park, EPCOT Center, DISNEY-MGM STUDIOS THEME PARK, BLIZZARD BEACH, RIVER COUNTRY, TYPHOON LAGOON, PLEASURE ISLAND, resort hotels, golf, camping, etc.*

- Use stylized type - FULL CAPS or logotype preferred.
- Follow with registration symbol ® on first reference and/or most prominent use on page, publication, map or advertisement (logotype preferred).

Examples:

WALT DISNEY WORLD®

**Walt Disney World®**

- Use as an adjective rather than a noun.

Examples:

WALT DISNEY WORLD Resort

WALT DISNEY WORLD Vacation Kingdom

- In context where a geographic location is indicated, always use with the words **Resort** or **Vacation Kingdom**.

**Correct:** Visit WALT DISNEY WORLD Resort in Orlando, Florida.

**Incorrect:** Visit WALT DISNEY WORLD in Orlando Florida.

- Place the ® after **World**, not **Resort**.

Example:

WALT DISNEY WORLD® Resort

- Avoid the possessive.
- Never shorten to "Disney World." Roy Disney wanted everyone to know that this was Walt's dream.
- When part of nomenclature or proper name, use initial caps. Use **boldface** when part of an attraction name.

Examples:

The Walt Disney World Band

**Walt Disney World Railroad**

## World Showcase

*One of two principal realms (not lands) in EPCOT Center.*

- Use initial caps. Stylized type is not necessary.
- World Showcase should not be preceded by "the."
- Avoid the possessive.

- Use initial cap P and M, one word. Use **boldface** when referring to the attraction. Use straightface when referring to the system.

Examples:

The **PeopleMover** opened in Tomorrowland at DISNEYLAND Park in 1967.

The PeopleMover system was sponsored by Goodyear Tires.

- Avoid the possessive.
- Follow with registration symbol ® on first reference and/or most prominent

Examples:

PeopleMover®

WEDway PeopleMover®

## PLEASURE ISLAND

*Nightclub environment providing dining, dancing and musical entertainment at WALT DISNEY WORLD Resort. Guests must be of legal age to enter due to the serving of alcohol.*

- Use stylized type – FULL CAPS or logotype preferred.
- Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
- Avoid the possessive.
- PLEASURE ISLAND is a subset of WALT DISNEY WORLD Resort.

Example:

Visit PLEASURE ISLAND at WALT DISNEY WORLD Resort.

## RIVER COUNTRY

*The oldest of the Water Parks at WALT DISNEY WORLD Resort; offers flume, white water rapids, rope swings and water fun in a natural setting.*

- Use stylized type – FULL CAPS or logotype preferred

- Initial caps are acceptable for the text.

- Avoid the possessive.

- RIVER COUNTRY is a

Example:

Visit RIVER COUNTRY a

not a  
modifier?  
Water  
Country  
Water Park?

Do you prefer we include Water Park as part of the name?

Check w/ Anne first whether it should be registered (both R.C. + T.L.) No reg

because there are other River Countries and Typhoon Lagoon also used elsewhere. Besides, rights revert to use rather than reg.



Examples:

TOKYO DISNEYLAND magic  
TOKYO DISNEYLAND Park

- Follow with registration symbol ® for map locations and stylized headings.
- In context where a geographic location is indicated, always use with the word Park.

Correct: TOKYO DISNEYLAND Park is located in Tokyo, Japan.  
Incorrect: TOKYO DISNEYLAND is located in Tokyo, Japan.

- Avoid the possessive.
- When part of nomenclature or proper name, use initial caps.

Example:

Tokyo Disneyland Transportation Center

## TYPHOON LAGOON

*the lagoon offer doesn't waterslides*  
*world's biggest*  
One of several Water Parks at WALT DISNEY WORLD Resort; the lagoon offers waterslides and man-made waves. *the inland body surfing*

- Use stylized type – FULL CAPS or logotype preferred.
- Initial caps are acceptable in subsequent copy if FULL CAPS are too heavy for the text.
- Avoid the possessive.
- TYPHOON LAGOON is a subset of WALT DISNEY WORLD Resort.

Example:

Visit TYPHOON LAGOON Water Park at WALT DISNEY WORLD Resort.

## Vacation Kingdom

*Alternate way to describe the entire WALT DISNEY WORLD Resort.*

- Use initial caps. Stylized type is not necessary.
- May be used alone or following WALT DISNEY WORLD.

Examples:

...the many recreational opportunities at the Vacation Kingdom.  
...the many wonders of the WALT DISNEY WORLD Vacation Kingdom.



## FAX COVER SHEET

Attention: Danielle Burd. WDT  
Lori Milvain, Legal Department/Company: \_\_\_\_\_  
 (818) 544-5713  
 Telecopier No.: 934-8889 Phone No.: 8-223-7359 Extension: \_\_\_\_\_  
 Date: 6/3/94 ☐ Confidential ☐ Confirm Receipt ☐ Reply Requested  
 From: Amy Drew Department: WALT DISNEY WORLD Cast Communications  
Fran Miglore, Editor  
 Telecopier No.: 824-4017 Phone No.: 8-273-4657 Extension: \_\_\_\_\_

### SPECIAL INSTRUCTIONS:

We have been receiving many inquiries on the new Epcot trademark from Cast Members wishing to use it correctly. Although we forwarded via E-mail Danielle's memo of 4/29/94, that notification has not, of course, made it to all Cast Members.

We would like to publish in "Eyes & Ears" the attached article covering the points of the memo.

Please review it and let me know by next Friday, June 10, if you have any comments or changes--prior to then if you recommend that others review it also. If I don't hear from you by the 10th, I will assume that it is approved for publication.

Thank you.

Total number of pages being sent, including this page \_\_\_\_\_

If you do not receive all of these pages, please call \_\_\_\_\_

Fax No. (407) 824-4017 Operator No. (407) \_\_\_\_\_  
 Walt Disney World Co. / Disney University

• Center - we prefer this not longer be used in printed matts  
 • No update of date (may not be done)  
 • Re-word initial-cap  
 • Add note that it's for in-house.  
 Revise + send to Lori + Anne.

*this would be "corrected" in the typeset version*

## Epcot(R) Nomenclature Change

As you no doubt have noticed, changes to the Epcot trademark have recently occurred. The name of the Theme Park is Epcot '94, which will be updated to Epcot '95, Epcot '96, etc., in the years ahead. The name EPCOT Center should no longer be used. Here are other rules that apply to the Epcot mark:

- \* The Epcot trademark is initial-capped only.
- \* When referring to the Theme Park, use the year after the trademark, as in Epcot '94, except on materials such as brochures that will bridge two years and cannot easily be changed. In that case, use Epcot(R).
- \* The registration notice (R) should be used after the Epcot mark on the first and/or most prominent usage on a page, publication, map or advertisement. (Advertisements and other published material will use the logotype whenever possible.) The mark should be placed after the Epcot mark, not after the year.

Example: Epcot(R) '94

- \* Whenever practical, use the Epcot mark as an adjective rather than a noun.

### Examples:

The class is taking place in the Epcot Cast Services Building.

Take Epcot Resorts Boulevard to the Disney University Career Training Center.

Visit The Living Seas at Epcot '94.

- \* When a geographic region is indicated, the registration mark must be used.

Correct: Visit Epcot(R) in Orlando, Florida

Incorrect: Visit Epcot '94 in Orlando, Florida

- \* Signs--A program is being developed for replacing signs on which the name EPCOT Center appears. Permanent signs that cannot be replaced or updated each year should not include the year.





# Disneyland International

A Subsidiary of The Walt Disney Company

## Memorandum

To: **Danielle Burd, WDI**

From: **Nancy Arnold, DLI**

Subject: **WDI Style Guide Feedback**

Date: **April 22, 1994**

Extension: **8237-3070**

As we recently discussed, below is my feedback to the WDI Style Guide. All of my feedback is based on information previously given to our Documentation Centers.

- ? 1. Disney Character Names (page 5) - use all caps instead of initial caps?
- yes, but reg not complete yet* 2. AUDIO-ANIMATRONICS® (page 16) - Tokyo Disneyland also has ® for AUDIO-ANIMATRONICS?
- no longer* 3. Disney-MGM Studio~~s~~ Theme Park (page 19) - is Theme Park part of park title?
- in theory* 4. DISNEYLAND (page 19) - DISNEYLAND is always full caps?
- " 5. EURO DISNEYLAND (page 21) - DISNEYLAND is always full caps?
- not our responsibility* 6. EURO DISNEYLAND® Resort (page 22) - Should Euro Disney Resort Hotels be included?
- yes* 7. PeopleMover (page 27) - For Disneyland, there's no WEDway, just PeopleMover. Changes in WDW too, as you know.
- yes* 8. Tomorrowland (page 29) - Rocket Jets are part of Disneyland only. At Tokyo Disneyland, it's called StarJets and at WDW, it's called Astro Orbiter.
9. Walt Disney World (page 31) - Walt Disney World is called WDW Resort?

Overall, I think the Style Guide is very comprehensive and is a valuable resource for our Documentation Centers and others throughout The Company.

If you have any questions or comments, please call me.

NA/mt

cc: John McCoy, DLI



## Epcot® '94 (year changes to '95, '96, etc.)

- Epcot is initial-capped only. If the year is added after Epcot, it should be used only on materials that can be changed accordingly (Epcot '95, Epcot '96, etc.) See note below regarding signage.

### Example:

Epcot Monorail Station  
Epcot '94 Entertainment Program

- The registration notice ® should always be used in connection with the Epcot mark on the first reference and/or most prominent use on page, publication, map or advertisement (logotype preferred.) When using registration mark ®, place it after Epcot, not after the year.

### Example:

Epcot® '94

- Whenever practical, use the Epcot mark as an adjective rather than a noun. The noun Center will no longer be used in connection with this trademark.

### Examples:

Several Epcot projects are currently in development.  
Visit The Living Seas pavilion at Epcot '94.

- In context where a geographic location is indicated, must be used.

Correct: Visit Epcot® '94 in Orlando, Florida

Incorrect: Visit Epcot '94 in Florida

- Signage - A program is being developed for changing which the name EPCOT Center appears. Permanent changed out each year should not include the year.

**PLEASE NOTE:** Graphic design for a new logo is in progress and will ultimately affect the appearance of the trademark in print. Necessary, new guidelines for trademark usage will be chosen.

← This seems like a new statement. Historically, ® is used in headings, maps, & 1st & most prominent reference.  
Are you sure this is correct?

TAKE THIS OUT OF ALL FOR NEXT DIST.